

DYNAMIC MEDIA INTERLEAVINGABSTRACT

- 5     Methods and systems for providing preferred location specific content for interleaving into broadcast content including storing user preferences in user preference records, storing location specific content (LSC) in LSC records, and receiving, from the digital communications network, a location of the user client device. Embodiments typically include determining local date and time at the location of the user client device,
- 10    creating preferred location specific content (PLSC) records in dependence upon the LSC records, the user preferences, the location of the user client device, and the local date and time at the location of the client device, and downloading the PLSC records through the digital communications network to the user client device.